

**SAN FRANCISCO OFFICE**  
**June 21, 2006**

Project Number: 100029

**To:** Valerie Knepper, MTC

**From:** Lisa Young/Bill Hurrell

**Subject:** Case Study Work Scope - City of Hercules

The following memorandum presents a proposed work scope for the City of Hercules Case Study. Based on the initial case study questionnaire and discussions between City Staff, MTC and WSA at the kick-off meeting on May 8, 2006, Hercules' goals include:

- Investigate parking policies and local financial investments regarding the City's town center and transit hubs.
- Accommodating and managing mobility and circulation through the City's approval process.
- Administering and funding appropriate parking supplies as new development occurs.
- Develop recommendations for Smart Growth parking management guidelines for Sycamore Downtown and, as warranted, draw general recommendations and guidance for other future development.

The City staff also expressed interest in parking policies which encourage future TODs while maximizing the opportunity for revenue collection. As such, the City of Hercules Case Study will focus on parking strategies which can prepare the City in comprehensively planning for the growth of its Waterfront and New Town TODs in the context its forthcoming transit facilities.

The following steps are proposed:

- 1) Kick-off meeting to include a review of Hercules' goals, a site visit, discussion of data collection resources, and a review of the scope of work.
- 2) Define study areas. In general, the proposed study area includes the Waterfront District TOD area (The Historic Town Center) and the Sycamore Downtown development site. The Waterfront District TOD area is generally defined within Railroad Avenue, Bayfront Boulevard, John Muir Parkway, San Pablo Avenue, and Sycamore Avenue. For data collection and analysis purposes, the Sycamore Downtown development site along Sycamore Avenue (from San Pablo Avenue to Tsushima) would be investigated in more detail.

- 3) Review existing parking policies and requirements as well as any future policies or changes in the proposed study area. WSA will review current policies and assess their impact on mode choice and parking demand. WSA will also evaluate policy implementation histories, evidence of acceptance, cost implications and other pertinent information provided by City Staff.
- 4) Inventory the total number of on- and off-street parking spaces proposed to be provided within the Sycamore Downtown development site (information to be provided by City Staff). Inventory and review the most current land use forecasted conditions in the Sycamore Downtown site, as well as for the entire Waterfront TOD area (available information on building square footages and number of dwelling units). Using a tailored parking demand model, WSA will prepare a parking demand analysis for the study area. This model will be calibrated for Hercules to include modal information, the extent of a captive-market environment, and the parking supply availability. In addition, future parking demand of the study area will be determined based on short-term and/or long-term goals. WSA will use the estimated parking demands to evaluate proposed parking supplies and existing parking policies.
- 5) Review permitting/code information related to the Waterfront District (Historic Town Center) including parking policies such as Hercules' Parking Determination Application and other conditional land use requirements. WSA will also thoroughly review current reports/information available for the study area, notably, the General Plan (1998), Central Hercules Plan (2001), the Waterfront District Master Plan (2001) and the Sycamore Downtown planning documents (2006).
- 6) Assess potential development issues/constraints, local infrastructure and transportation improvements, and other related area changes. WSA will also research area attributes such as average vehicle ownership rates, percent mode share, and income information based on relevant available data sources (e.g., Census 2000 tract information).
- 7) WSA will interview various stakeholders including but not limited to active developers in the area, local residents and businesses, transit users, local and regional transit agencies, and Contra Costa County staff to understand their perspectives on Hercules' potential parking policies.
- 8) Based on the previous steps, a parking profile for the Hercules' Waterfront District will be developed. A memorandum describing findings of the parking conditions, existing requirements and policies, forecasted demand, and stakeholder participation will be presented.
- 9) Based on the parking profile and the interests of city staff, WSA will develop TOD and Smart Growth parking strategy recommendations which are applicable and site specific to the Sycamore Downtown development and the Waterfront District. These may include but not be limited to:

- Parking Assessment/Benefit Districts for different development areas in Central Hercules.
- Parking pricing plans for proposed public parking facilities.
- New regulations/requirements tied to a parking management plan for different development areas.